

JUL. 7. 2008 11:27AM

HUSCH BLACKWELL

NO. 590 P. 1/2

**HUSCH  
BLACKWELL  
SANDERS  
LLP**

MAIN 314.345.6000 • FAX 314.345.6060  
720 OLIVE STREET, SUITE 2400 • ST. LOUIS, MO 63101  
www.huschblackwell.com

**RECEIVED  
CENTRAL FAX CENTER  
JUL 07 2008**

**FAX**

DATE:	July 2, 2008	TIME:	5:47 PM
RECIPIENT	FAX NUMBER	COMPANY/FIRM NAME	PHONE NUMBER
Examiner Nathan C. Uber	571-273-8300	USPTO	
FROM:	Changhoon Lee	DIRECT DIAL:	314.345.6254
FAX:	314.345.6060	OPERATOR:	Jennifer Wheatley
EXTENSION NUMBER:	6620	BILLING CODE:	56587.24
TOTAL # OF PAGES:	2		

**MESSAGE:**

---

PLEASE SEE ATTACHED.

PRIVILEGED AND CONFIDENTIAL information intended only for the use of the addressee(s) named above. If the reader of this message is not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient(s), please note that any dissemination, distribution or copying of this communication is strictly prohibited. Anyone who receives this communication in error should notify us immediately by telephone and return the original message to us at the above address via the U.S. Mail.

JUL 7 2008 11:27AM

HUSCH BLACKWELL

RECEIVED  
CENTRAL FAX CENTER

JUL 07 2008

NO. 590

P. 2/23A (10-07)

Approved for use through 07/31/2008. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE**Applicant Initiated Interview Request Form**Application No.: 10/597,056First Named Applicant: Woo Sung LeeExaminer: Uber, Nathan CArt Unit: 4143Status of Application: Final OA**Tentative Participants:**(1) Mark Stallion(2) Changhoon Lee

(3) \_\_\_\_\_

(4) \_\_\_\_\_

Proposed Date of Interview: July 15, 2008Proposed Time: 10A Cent/11A EST AM/PM**Type of Interview Requested:**(1) ☒ Telephonic(2) ☐ Personal(3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated:

☐ YES☒ NO

If yes, provide brief description: \_\_\_\_\_

**Issues To Be Discussed**

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>103</u>	<u>Claim 21</u>	<u>Cheung et al.</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Continuation Sheet Attached**Brief Description of Argument to be Presented:**Cheung et al. Patent does not disclose free advertising period recited in the present invention. Providing freeadvertising period tied with a predicted cost associated with a search word in keyword advertising is not a predictableoption which would have been obvious to one having ordinary skill in the art at the time of the invention

An interview was conducted on the above-identified application on \_\_\_\_\_

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

Lee  
Applicant/Applicant's Representative Signature

CHANGHOON LEE

Typed/Printed Name of Applicant or Representative

L0316

\_\_\_\_\_  
Examiner/SPE Signature

Registration Number, if applicable

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.